

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 357: MANAGEMENT OF DIVERSITY

STREAMS: Y3S1 BCOM (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Answer Question One and any other Two Questions
- Do not write on the question paper

QUESTION ONE

- a) Explain the possible barriers that organisations may face in management of a diverse workforce and clearly suggest strategies that may put in place to reduce such barriers. [15 Marks]
- b) A diverse workforce has received both praises and criticisms. Using practical examples, explain the advantages and disadvantages that an organization with a highly diverse population is likely to experience. [15 Marks]

QUESTION TWO

- a) Explain the contribution of resource based theory in relation to diversity in organisations. [10 Marks]
- b) Highlight the assumptions of Equity theory discussing what employees who perceive inequitable treatment by their employers are likely to take. [10 Marks]

QUESTION THREE

- a) Using specific examples differentiate between high context and low context cultures, showing five kind of challenges likely to emerge in a project composed of membership from the mixed cultures. [15 Marks]

- b) Briefly examine the various ways in which individuals working in a service oriented company may be different. [5 Marks]

QUESTION FOUR

- a) Explain the meaning of the concept ‘affirmative action’ and set out the arguments held by its opponents. [10 Marks]

 - b) Explain the steps that should be followed when formulating human resource policies. [10 Marks]
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